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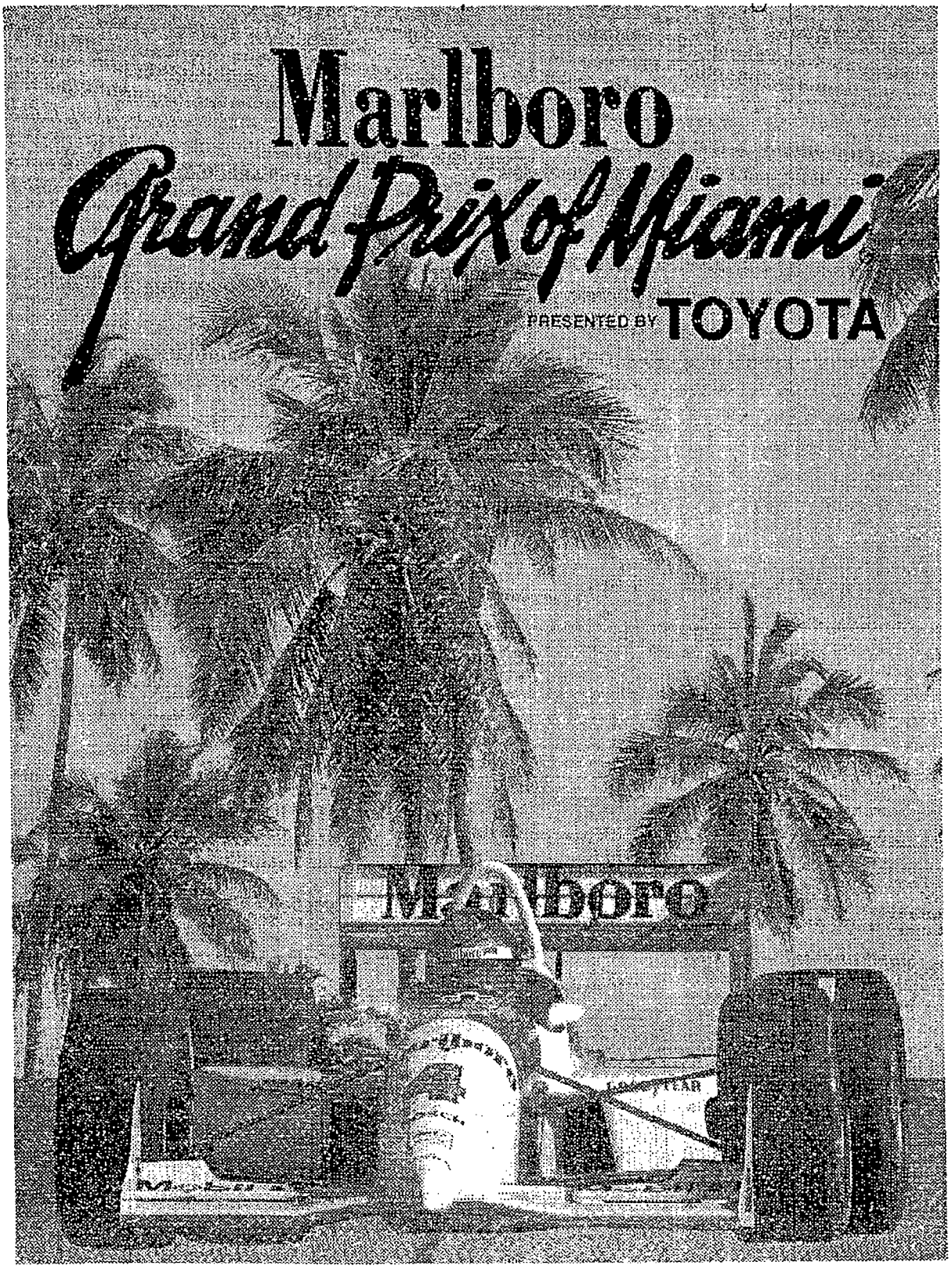

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GRAND PRIX FACTS

EVENT

The Marlboro Grand Prix of Miami Presented by Toyota, featuring the fastest men and machines in the "**season-opener**" of the 1995 PPG IndyCar World Series.

SUPPORT RACES

Firestone IndyLights Series, Players Toyota Atlantic Series

MIAMI

An international business and transportation hub, as well as the world's largest port for cruise ships. A **tropical paradise** where work, pleasure and cultures blend in a mix unmatched by any city in the United States.

TRACK

Miami's 1.87 mile course creates a unique racing atmosphere...to the east a backdrop of sailboats and cruise ships on the sparkling waters of Biscayne Bay, to the west - a beautiful skyline and in the midst the thunder of the world's most powerful engines racing through palm studded streets.

INDYCARS

IndyCar racing is, according to the Sponsors Report, "the most watched American motor sport in the world."

The series features methanol-powered, turbo-charged cars, that can achieve speeds of more than 200 mph.

DRIVERS

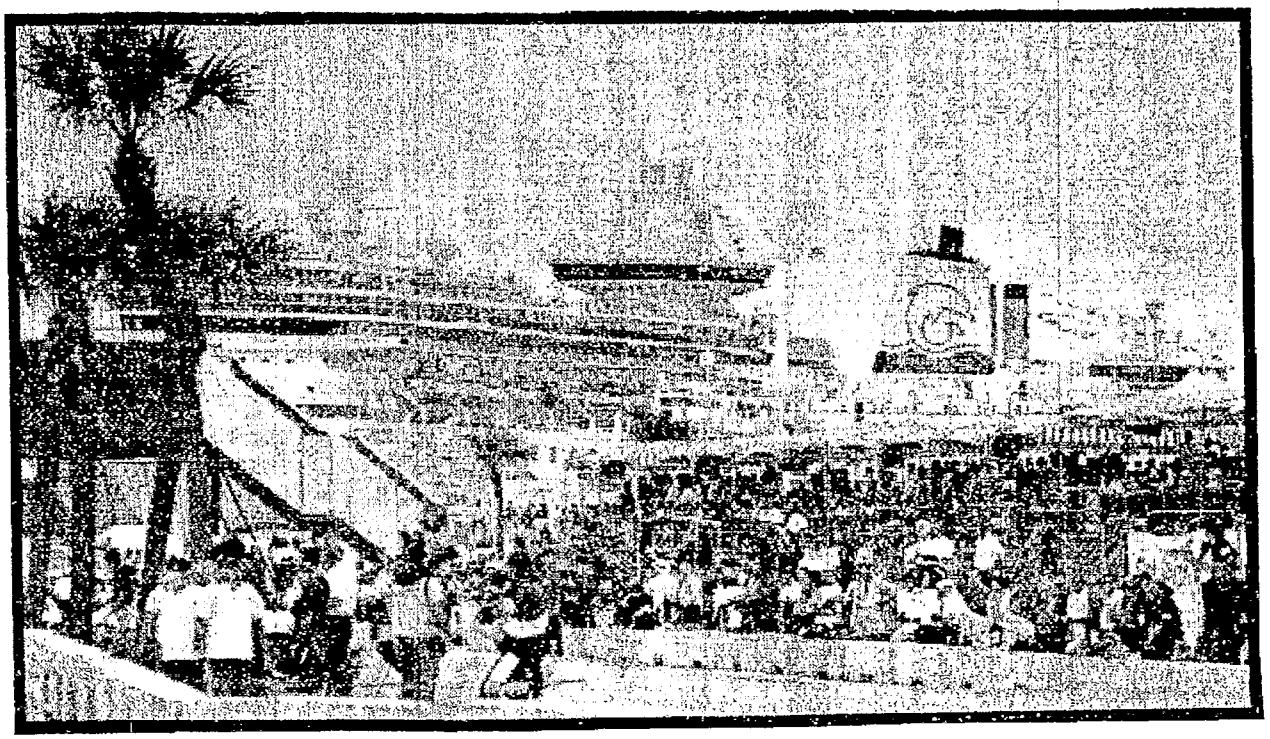
Michael Andretti, Emerson Fittipaldi, Nigel Mansell, Bobby Rahal, and Al Unser, Jr. are just a few of the world-class drivers expected to compete, eager to make a statement and be the first to lead the point standings for the 1995 championship.

PURSE

$ 1 ,000,000.00

SPECTATORS

Last year, IndyCar racing attracted an average of two-hundred thousand spectators per event. Miami race fans are composed of an active, upwardly mobile group - providing the best possible market for virtually any type of product or service.



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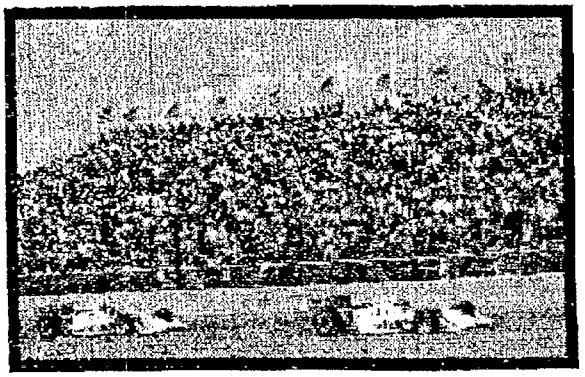
TELEVISION

Motorsports fans around the nation will enjoy the action "live" on ABC and ESPN International. Additional broadcasts of the main event will appear on ESPN and a major hispanic network. Coverage of the supporting events will be featured on ESPN and other cable channels. Collectively, the Miami races will be broadcast to **over 400 million viewers in 100 countries around the globe.**

PRESS

Journalists representing both domestic and international newspapers, magazines, radio stations, television stations and major wire services will be on hand to report the action. Press releases are dispersed via an "active press" list of **more than 700 correspondents representing 31 different countries.**



Grand Prix Facts

Demographics

GENDER

Male	69.3%
Female	30.7%

MARITAL STATUS

Single	39.9%
Married	52.6%
Divorced/Widowed	7.5%

AGE

Under 21	5.7%
21-29	28.8%
30-39	32.1%
40-49	20.2%
50+	12.8%
No Answer	0.4%

EDUCATION

Some High School or Less	3.9%
High School Graduate	28.4%
Some College	31.9%
College Grad or Post Grad Degree	35.4%
No Answer	0.4%

INCOME

Under $15,000	4.6%
$15,000-$24,999	10.2%
$25,000-$34,999	16.9%
$35,000-$49,999	22.3%
$50,000-$74,999	22.3%
$75,000 and Over	16.0%
No answer	7.7%

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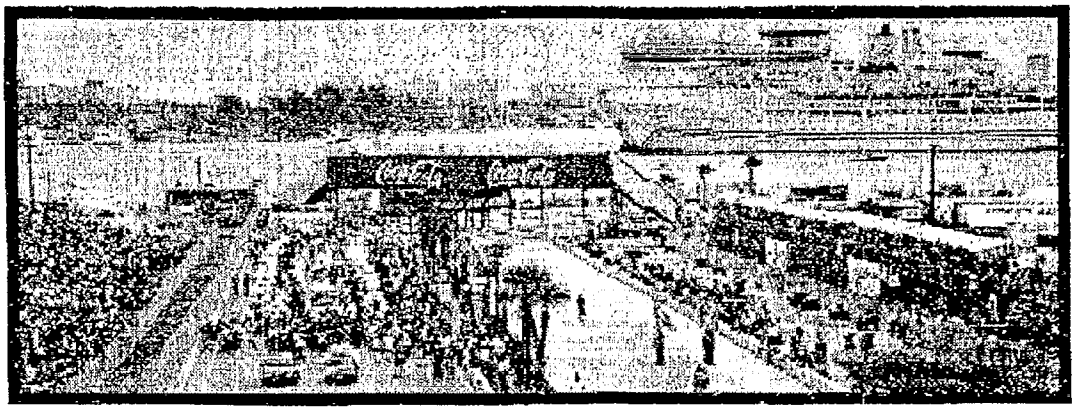
Sponsorship Benefits



Sponsorship of the Marlboro Grand Prix of Miami Presented by Toyota offers the opportunity to get a "worldwide" jump on the competition at a time of the year when motorsports fans are eagerly awaiting the start of a new season.

The benefits of being a sponsor are unlimited. Whether you are striving to generate sales, additional floor traffic, boost corporate visibility, increase the awareness of a product line, or introduce a new one, the Grand Prix of Miami can work for you.

Sponsorship programs are tailored to suit your specific marketing objectives and can be developed to include any combination of the following benefits.

OFFICIAL SPONSOR STATUS

Each Official Sponsor benefits from the **use of the event name and logo rights in all related promotions.**

Some of the many privileges afforded to Official Sponsors include the **use of sponsor logos on the official souvenir race poster and other official publications,** recognition in the Miami Racing News, as well as public address announcements during the race weekend.

PRODUCT EXCLUSIVITY

Official sponsorship leaves you with a considerable advantage over your competition as you will be granted product exclusivity. This exclusivity ensures that **no competitive product or service will be permitted to advertise via on-track signage.**

CORPORATE ENTERTAINMENT

Entertainment is certainly one of the most popular and successful ways to get to know a potential customer, or reward an employee for a job well done. Combining the excitement of automobile racing and the warm beauty of Miami **provides your VIP's with a memorable experience.** Naturally, if the experience is memorable, so are you and your company.

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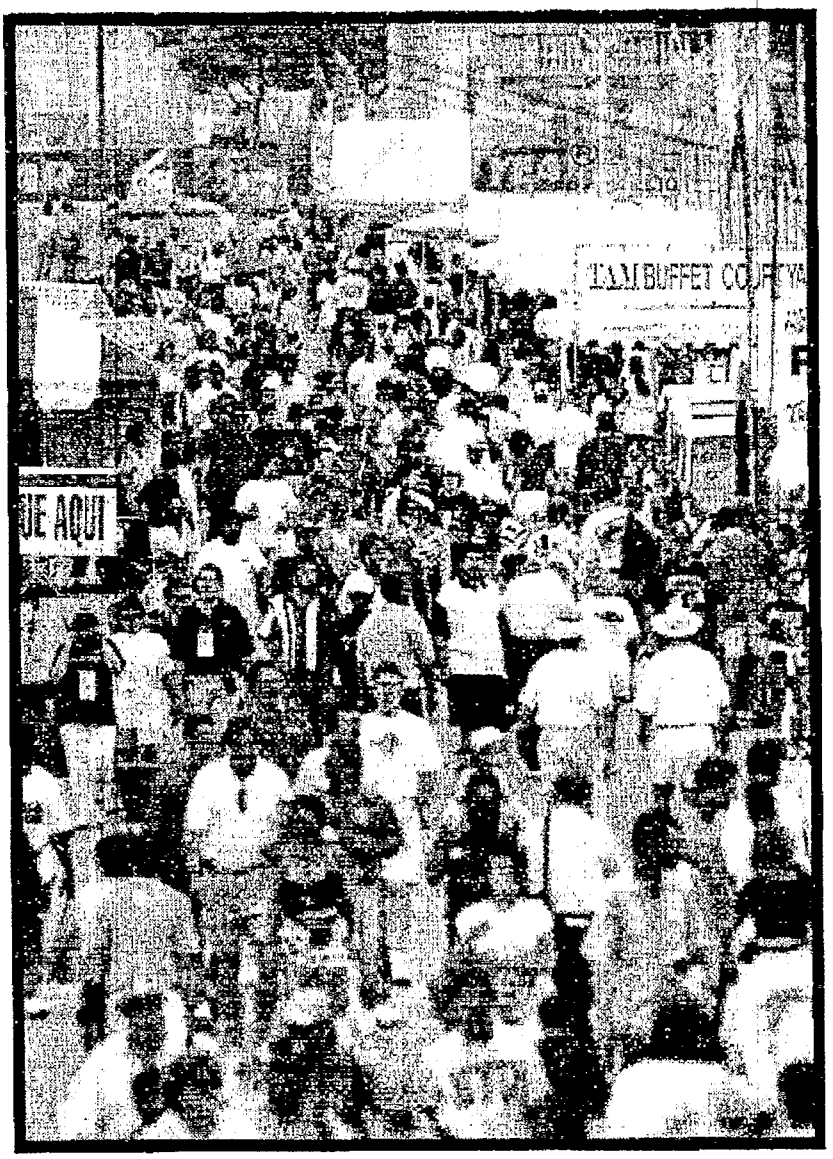
Sponsorship Benefits

TRACK SIGNAGE

The variety of signs that are available make on-track advertising the **most cost-effective and efficient method** for getting your company's name in front of ~~the television audience, and~~ thousands of on-track spectators. A combination of signage will provide your company with the **maximum level of exposure available.**



PROMOTIONS

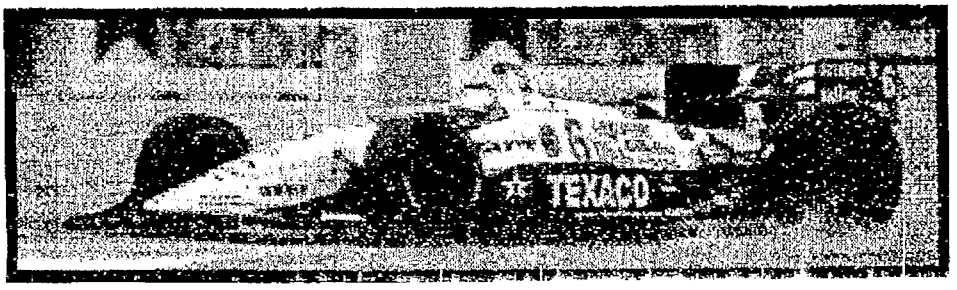
A strong promotional tie-in is always a key factor in the success of any event sponsorship. Miami Motorsports takes pride in working with its sponsors to create **fun, high exposure promotions that deliver results.** Promotions can consist of Grand Prix themed contests and sweepstakes, special events, point-of-purchase displays, ticket offers, giveaways, etc.

Numerous opportunities exist for co-promotions among major sponsors of the event. To help foster the development of these co-promotions, Miami Motorsports hosts a yearly meeting of sponsors that serves as a forum for the exchange of promotional concepts.

PUBLICITY

The ability of Miami Motorsports to communicate with local, national and international media has put Miami in the limelight of the auto racing world. Our Public Relations department is responsible for generating **extensive press coverage for the race as well as for our sponsors' products and personalities.**

As an Official Sponsor, your company's sponsorship and message will be part of our public relations efforts. In addition, editorial in the Miami Racing News and the Official Souvenir Program will include your company's involvement with the event.



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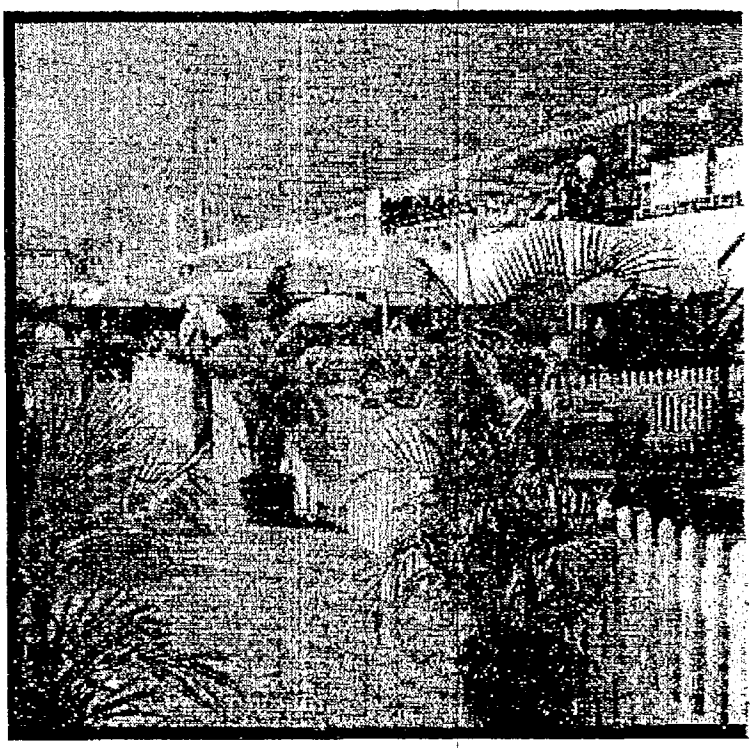
Hospitality

TRACKSIDE SUITES

For pure racing excitement, Trackside Suites, located only a few feet from the track are ideal. Your choice of hospitality locations, whether a high-speed turn or a straightaway, will put you and your guests on top of the action.



PITSIDE SUITES

No location better captures all aspects of the Grand Prix's excitement than a Pitside Suite. With the pits directly in front of them and the Paddock just behind, your guests will be in the center of all the action and treated to a thrilling close-up view as crews prepare the machines right in front of them.

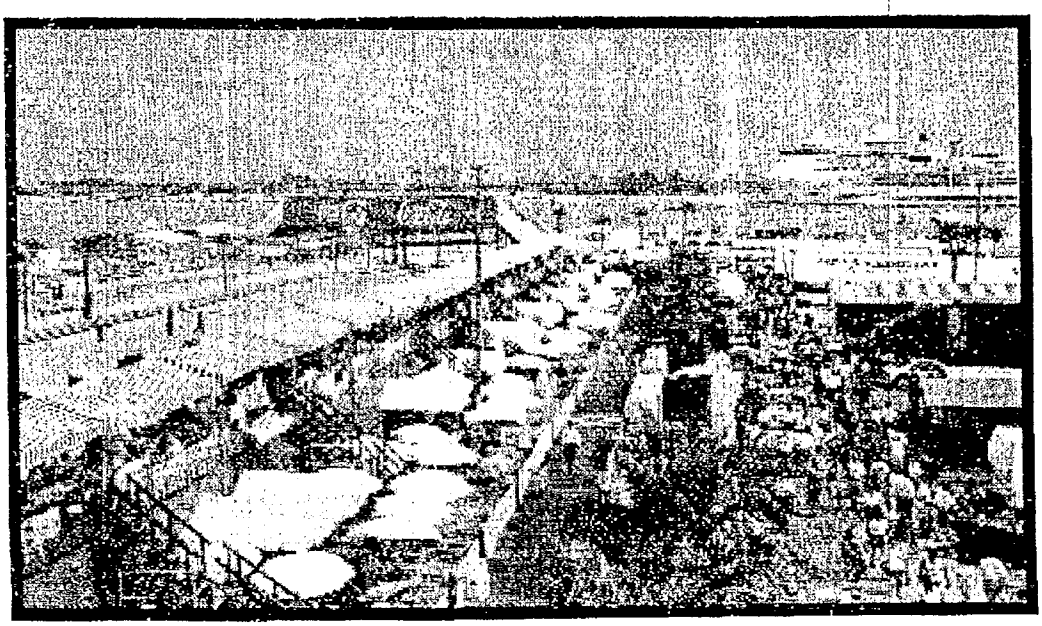
PITSIDE AND TRACKSIDE SUITES INCLUDE

- a 20' x 30' compound
- an elevated platform with a canopy overlooking the track
- 30 daily admission, hospitality and paddock passes
- closed-circuit television
- decorated serving and dining tables
- 10' x 10' tent for use as covered buffet area
- 30 posters, programs and ear plugs
- separate sanitary facilities
- space for a corporate identification banner

Please Note: Catering is available through the Official Race Caterer Only.

SUPER PITSIDE SUITES

Located by pit entrance, these suites are well suited for larger hospitality groups and include a 20' x 40' compound, daily admission, hospitality and paddock passes for 60 people and 60 posters, programs and ear plugs. All other amenities remain the same as the trackside and pitside suites.



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Source: https://www.industrydocuments.ucsf.edu/docs/qtwh0005

CORPORATE CHALETS

These corporate hospitality parks are best suited for accommodating large groups of 80 to 1500 or more guests. The chalets feature ample space for friends, family or business associates to mingle amidst the exciting atmosphere of world-class racing. In addition, a separate grandstand offering a prime view of the track is reserved for the exclusive use of Corporate Chalet guests.

STANDARD CHALET PACKAGES INCLUDE

- a 20' x 40' tent
- 80 Chalet grandstand tickets including paddock admission
- 2 decorated 8' x 30' banquet tables
- 8 decorated round tables 80 chairs
- closed-circuit television
- 80 posters, programs and ear plugs
- separate sanitary facilities
- space for corporate identification banner

DELUXE CHALET PACKAGES INCLUDE

- a 30' x 45' tent
- 120 Chalet grandstand tickets including paddock admission
- 4 decorated 8' x 30' banquet tables
- 12 decorated round tables
- 120 chairs
- closed-circuit television
- 120 posters, programs and ear plugs
- separate sanitary facilities
- space for corporate identification banner

*Larger tents available upon request.

Please Note: Catering is available through the Official Race Caterer Only.

Hospitality

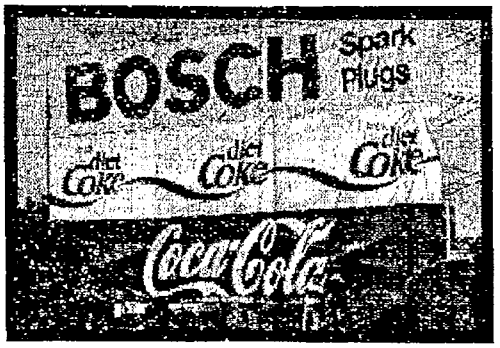
Source: https://www.industrydocuments.ucsf.edu/docs/qtwh0005

Signage & More...

BRIDGE SIGNS

No aspect of race signage receives more visibility than the bridge signs. These are the largest signs offered and because they span the track, spectators ~~and television cameras~~ use the bridge signs as "landmarks" around the circuit. Bridge signs measure approximately 8' x 53'.

Mechanical Specifications: Sizes vary. Consult your Account Executive.



BILLBOARD SIGNS

Measuring 8' high x 40' long, these signs are placed at various high exposure locations within the circuit such as on grandstands, Diamond Vision supports, etc.

SUPER SPECTATOR SIGNS

Placed at strategic locations on the circuit such as turns, your involvement with the event will be unmistakable to the ~~television~~ viewing public through exposure on these 8' high x 40' long signs.

Mechanical Specifications (Super Spectator and Billboard Signs): 2" high x 10" long camera ready art.

STANDARD CANVAS SIGNS

These 4' high x 30' long signs are placed along the perimeter fencing surrounding the circuit, exposing your message to the thousands of spectators.

Mechanical Specifications: 2" high x 15" long camera ready art.

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GIANT SCREEN TV

Giant Screen TV's offer a spectacular communications medium. The tremendous size and resolution of the screens give fans a front row seat, from the action in the pits all the way to victory lane. Giant Screen TV spots, which include track-wide audio, are available in 30-second and 60-second spots. For added variety, Miami Motorsports can create 10-second crawls that convey your company's message.

Mechanical Specifications: All spots must be 3/4" standard video format.

CORNER

The tight downtown Miami circuit provides excellent opportunities for exposure as cars slow their pace to make their way around sharp corners. Up to five hundred feet of your on-track barriers will be placed along one of these corners providing prominent visibility ~~as the cameras closely follow the on-track action.~~

In addition, your designated corner will always be referred to by your company name on maps of track, P.A. mentions, print materials, etc.

ON TRACK BARRIER SIGNS

When frequency of exposure is most important, On Track Barrier Signs are the answer. Affixed to the concrete barrier walls surrounding the circuit, these highly visible 30" x 10' long signs are at the same level as the cars and provide maximum exposure for ~~cameras and~~ trackside fans.

Mechanical Specifications (All Barriers): 3" high x 12" long camera ready art.

SPECTATOR BARRIER SIGNS

Placed on the back of the concrete barriers, facing the grandstands and general admission areas, these signs are the ideal way to ensure that your participation is recognized by the spectators at the event.

Please Note: Production is not included in signage packages. Sign production is billed to the customer separately by an independent supplier. Your Account Executive should be consulted as to what type style, colors and copy will be the most effective in delivering your message.

BALLOONS

Nothing adds color and spectacle to the scenic Grand Prix of Miami circuit the way balloons do. They are a most appealing way to draw attention to your company's name or product. A favorite of photographers, the balloons, and hence your company's message, are often featured in print and on television.

Please Note: All balloons will be displayed only if weather conditions permit. Only authorized balloons will be permitted on the track. Installation and signage production for balloons is available at an additional charge and billed separately by independent supplier. Contact your Account Executive for details.

Signage & More...

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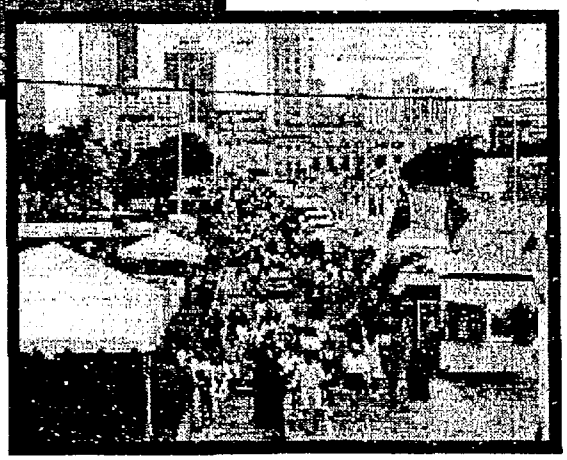
DISPLAY

The display areas are the perfect setting to showcase your company's product or service. Located in the highest traffic areas of the track, the display areas are set up exhibition style, encouraging fans to walk through at their leisure. Space is also available for those companies with self-contained displays.

EACH DISPLAY SPACE INCLUDES

A minimum 10' x 20' tented area, one 8 foot table and 2 chairs, six worker passes and one vehicle pass.



Please Note: No vending from the display areas is permitted. All promotional giveaways must be approved by Miami Motorsports, Inc. prior to the event.

INFORMATION SIGNS:

The racing fans at the track depend on the information signs to direct them to their seats, priority viewing areas, etc. Sponsorship of these 50 signs will command the undivided attention of the spectator.

Mechanical Specifications: To be mutually agreed upon.

RACING NEWS

Issued several times prior to the Grand Prix, this 4-color news magazine is one of the most cost-effective advertising buys available. Featuring the latest news and information about the upcoming race, the Miami Racing News is circulated free of charge via a mailing list of over 35,000 and is also distributed via retail outlets throughout Dade and Broward Counties .

MECHANICAL SPECIFICATIONS:

Full Page	10" x 13"
Half Page Horizontal	10" x 6 1/2"
Half Page Vertical	5"x 13"
Quarter Page	5" x 6 1/2"

Please Note: Camera ready art or negatives required. 65-line screen.

OFFICIAL SOUVENIR PROGRAM

The Official Souvenir Program is one the fans will enjoy long after the race is over. The program, with all the color and excitement of the race itself, is sold at the track and distributed free of charge to all hospitality customers, as well as to visitors staying at the major downtown hotels during race weekend.

MECHANICAL SPECIFICATIONS:

Final Trim	8 1/4"x 10 7/8"
Full Page Bleed	8 1/2"x 11 1/8"
Full Page	7 1/4" x 10"
Half Page Horizontal	7 1/4" x 5"
Half Page Vertical	3 5/8"x 10"
Quarter Page	3 5/8" x 5"

Please Note: Camera ready art or negatives required. Negatives should be right reading, emulsion side down, 133-line screen. Color ads require separations and color key.

Signage & More...

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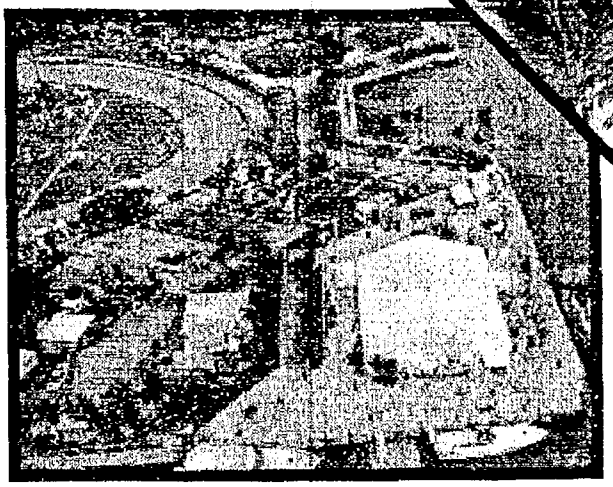
PERRY ELLIS
GRAND PRIX CLUB

The Perry Ellis Grand Prix Club, the only VIP club of its kind in the world, is the highlight of the Grand Prix of Miami. Offering the most luxurious setting on the Grand Prix circuit, the Club caters to a very upscale membership base consisting of internationally known celebrities, corporate leaders, sports personalities and racing fans.

Sponsorship packages within the Club can be designed to help you reach this very exclusive market. For more information, please contact your Account Executive.



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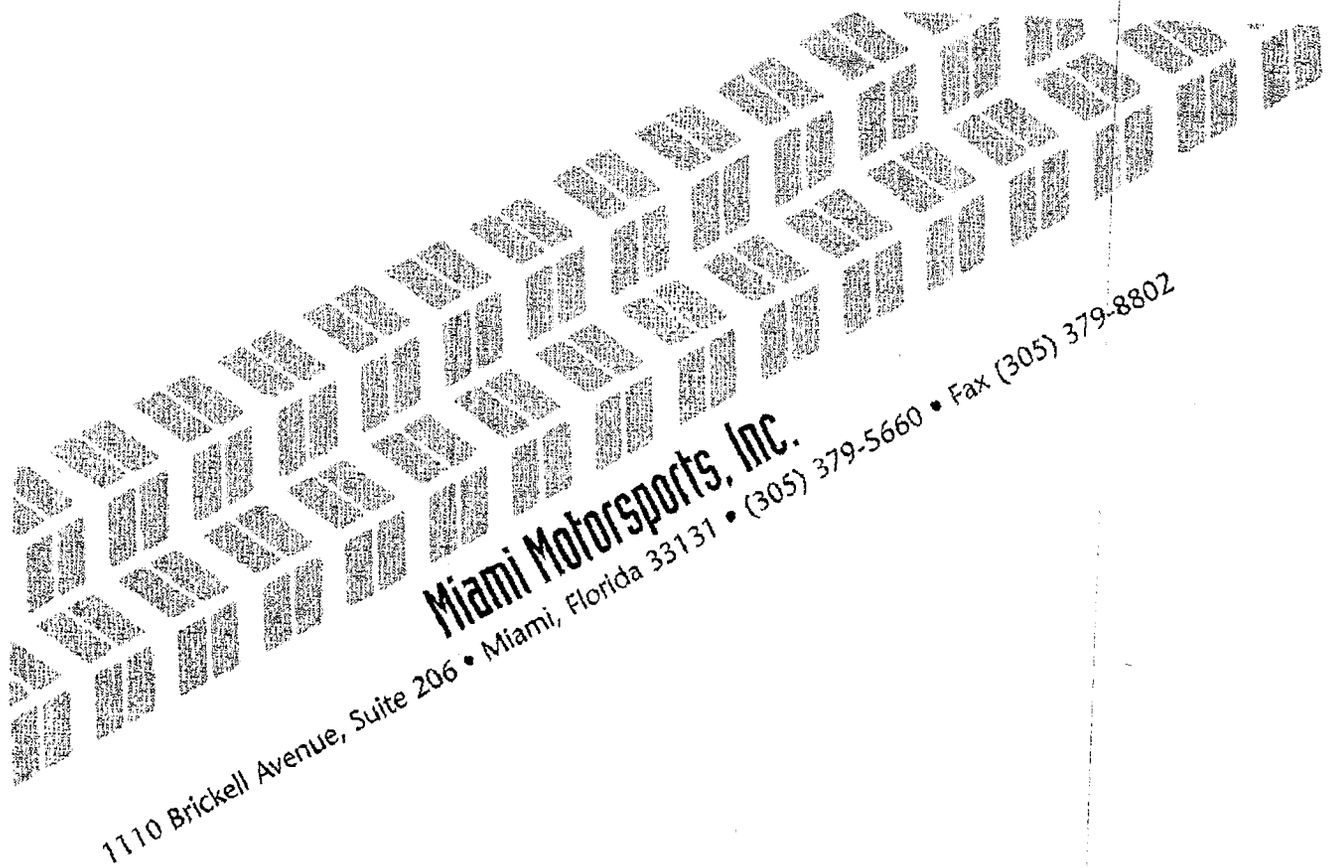
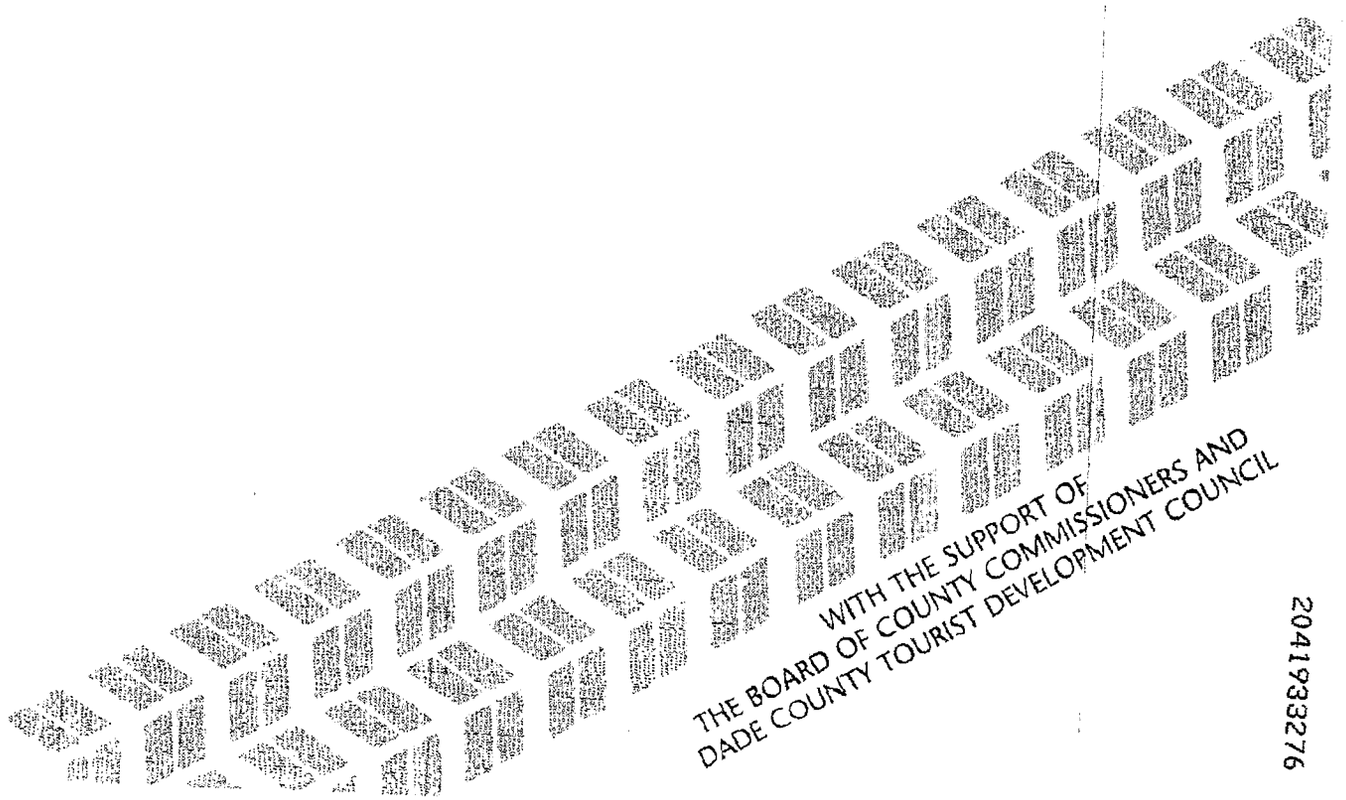


Miami Motorsports, Inc.
1110 Brickell Avenue, Suite 206 • Miami, Florida 33131 • (305) 379-5660 • Fax (305) 379-8802



WITH THE SUPPORT OF
THE BOARD OF COUNTY COMMISSIONERS AND
DADE COUNTY TOURIST DEVELOPMENT COUNCIL

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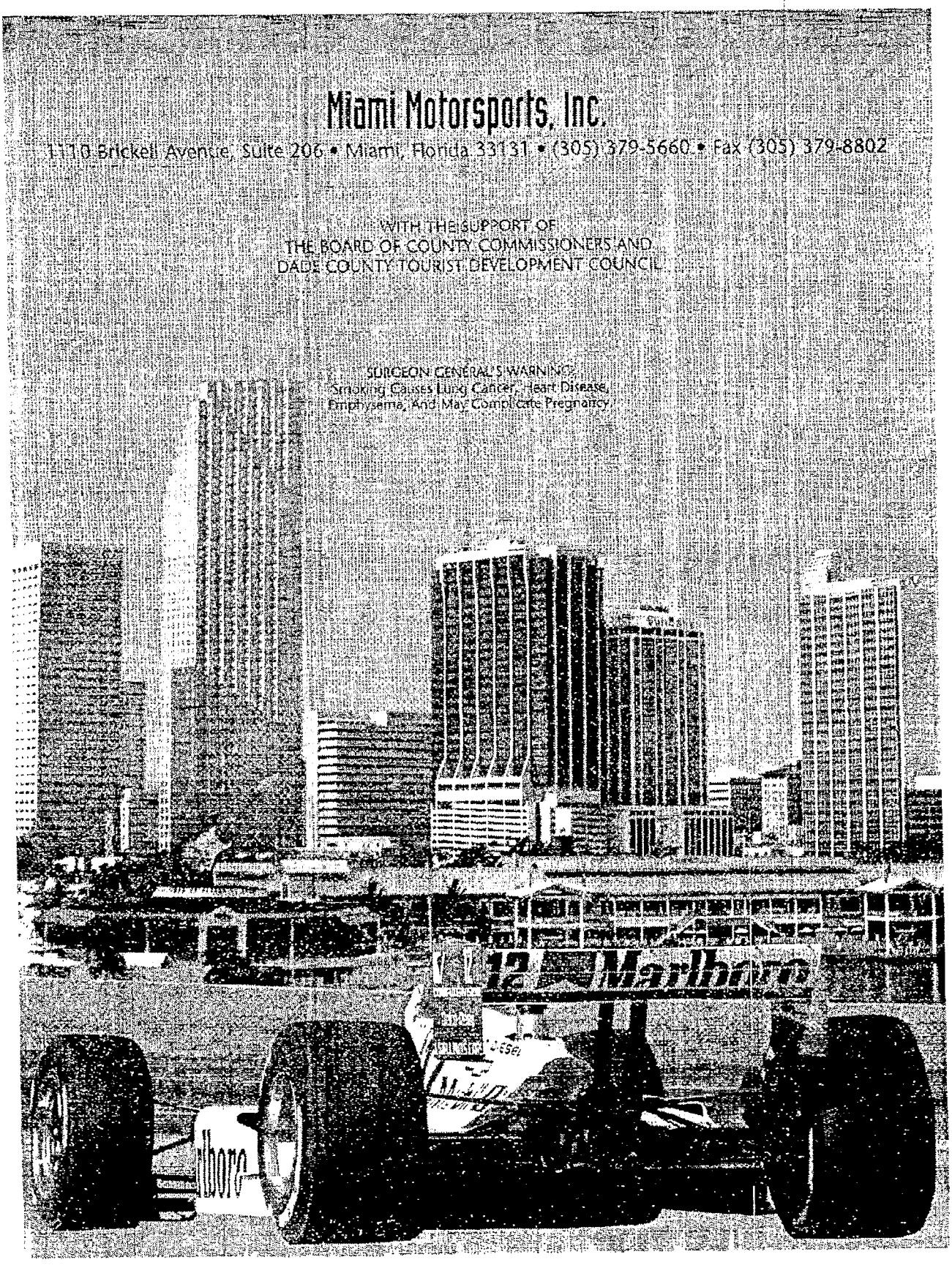

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